

ABSTRACT OF THE DISCLOSURE

21 > An apparatus and method for self-checkout of non-bar
coded items is provided. The apparatus includes a PLU
entry device, a PLU database and a processing unit. The
5 PLU entry device includes a display and a GUI. The GUI
provides on the display a predetermined image corresponding
to a non-bar coded item, and means for the user to select
the predetermined image of the non-bar coded item. The PLU
entry device supplies a PLU corresponding to the non-bar
10 coded item selected by the user. The processing unit uses
the PLU supplied by the PLU entry device to retrieve a
price of the selected non-bar coded item from the PLU
database. A GUI editor may also be provided for
configuring the GUI for non-bar coded items. The processing
15 unit may maintain for each item a count of the number of
units of the item sold within a predetermined period of
time. The processing unit also may maintain a list of most
frequently sold items. The image of at least one item on
the list is provided on a selected display screen. The
20 processing unit may update the display screen when the list
of most frequently sold items changes. An image of a
generic category of items may be provided on the display.
The displayed image of the generic category is selected by
the user to view images of respective items in the generic
25 category.